

ESOMAR

WORLD RESEARCH

The new ICC/ESOMAR Code for our industry

Since 1948, our industry was amongst the first to adopt self-regulation as a mechanism to boost public trust.



North America
2

Europe
26

Asia
14

Middle East
2

Pacific
2

Latin America
7

Africa
3

Working alongside the
ICC national partners
our Code remains unique
in its global coverage.

Adopted or endorsed by 67 associations

The Code is increasingly evaluated not just on its content, but also on the effectiveness of the enforcement.

The Code is a powerful passport for you and your industry giving you confidence to trade, and preventing over-regulation.

Our Code has served us
well in the last decades;
But our industry is now
transforming rapidly.

We have entered into a data-driven world

- Big data tech & services market worth US\$16.9 billion and grew 40% in last 5 years
- By 2020, IDC estimates ICT industry will be worth US\$5 trillion
- 80% of growth in coming years will come from mobile, social media, cloud, big data, and analytics





There has never been a better

time to be in this business...

ESOMAR GMR 2015

Mastering the data revolution

Managing and curating personal data and deriving faster, more actionable insights from them are essential ingredients to any successful 21st century business...

Research

PLANNING



esoGOV

Our new techniques are placing us on the front lines of the data revolution and bringing new ethical challenges.



Market Research Depends...

On Public Trust and Confidence

ICC/ESOMAR Code

ICC/ESOMAR International Code

on Market, Opinion and Social Research and Data Analytics

The Code guides the researcher to meet his or her obligations to data subjects, clients, the public, and profession.





3 Fundamental Principles

- **Transparency** about data collection and data usage, and the applicable data chain
- **A duty of care** for the data collected to protect it from unauthorised access or disclosure.
- **Ethical behaviour that does not harm a data subject** or damage the reputation of our industry.



EXPANDED

An Expanded Remit

Increased coverage to:

- Data analytics
- Data subjects
- All data sources



EXPANDED

An Expanded Remit

An expanded definition of research extended to include data analytics:

- Welcomes new entrants into the market
- Confirms the relevance of the Code principles to the new techniques

Protecting data subjects rather 'respondents' or 'individuals':

- Acknowledges that data collection may be passive or from secondary sources
- Aligns with terms readily used by digital sector, international privacy principles and legal texts.

EXPANDED

Vulnerable individuals...

A child is defined as 12 and under. Young person is 13 to 17.

Special care in the design and execution for all vulnerable individuals.



Primary Data Collection

- **New concept in the Code to distinguish data collected directly by the researcher from other data sources**
- **More flexibility to re-contact a data subject, but with their consent (except in the case of quality control)**
- **Allows for passive data collection without consent but outlines key legal principles that must be met to lawfully collect and use**



Data Protection and Privacy...

- Strict purpose limitation
- Sharing only with consent
- Public privacy notice needed
- No deductive disclosure
- Emphasis on Security
- Time-limited retention
- Equivalent level of protection when using sub-contractors



Protection of Clients...

Researchers must be transparent in the design and execution of projects vis-a-vis their clients.

EXPANDED



Addresses growing public concern of the validity and impartiality of public opinion polling. Strengthened disclosure requirements.

EXPANDED

Professional Duty...

EXPANDED

Honest, truthful, and ethical;
Legally compliant;
Accountable.

Key Takeaways

- Reinforces our key fundamental promises: Do No Harm, Be Transparent, and Effective Data Stewardship
- The Code has been modernised to take enable researchers to use new data-intensive research techniques
- The Code has clarified responsibilities to our stakeholders from data subjects, the general public, and clients
- The Code allows for changes in purpose, so long as the distinction is maintained and clearly identified.

The Next Steps

December '16 Adoption of the Code by ICC and ESOMAR ✓

January '17 Entry into force of the new ICC/ESOMAR Code ✓

2017 - Adoption campaign with our national partners

2018 : As from January, complaints and queries submitted to ESOMAR are judged against the new ICC/ESOMAR Code.

30 associations have adopted the new Code, and a further 3 have endorsed it.

Let's stay in touch!

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